



Tourism & Events Department  
7506 E. Indian School Road  
Scottsdale, AZ 85251  
480.312.7177

**To:** David Scholefield, Chairperson  
Tourism Development Commission

**From:** Steve Geiogamah, Tourism Development Manager

**Date:** July 18, 2017

**Subject:** Manager Report – Tourism Reports

**Bed Tax Collection Report**

This report provides a summary of monthly tax collections for the city's transient occupancy tax (bed tax), hotel/motel sales tax and sales tax on miscellaneous retail and restaurant as a percentage change from the same period in the previous year.

In order to compare current bed tax collections to the pre property classification adjustment, table two hotel classification summary now provides a percentage change comparison to current bed tax collections and pre property FY 2015/16 bed tax collections.

*Highlights for Business Activity in May 2017*

May bed tax collections were up (31%) with YTD collections up (8.0%). Miscellaneous retail tax collections were up YTD (3.0%) and restaurants were down YTD (-1.0%). This report is on a cash basis, so only the cash that is received within the month is included.

May hotel classification report indicates YTD bed tax collection for resorts was up (9.9%), full service property (11.7%) was up as well, while limited service properties (-11.2%) were down. The hotel classification report pulls data based on the reporting period not the actual receipt collections.

**Tourism Program Special Revenue (Bed Tax) Proforma**

The Tourism Program Proforma provides revenue and expenditures for the current and prior fiscal years.

*Highlights for July 2017*

Highlighted changes include updated event development funding payments and allocations. Staff is in the process of updating estimates for FY 2017/18.

### **Smith Travel Report**

The City of Scottsdale contracts annually with Smith Travel Research (STR) to track hotel data (average room rate, occupancy, etc.) in the Scottsdale/Paradise Valley Market Area and its competing destinations.

#### *Highlights for May 2017 (Scottsdale Trend Report-59 properties)*

Over the past 12 months occupancy is slightly down (-0.1%) average daily rate (\$194.69) is up (5.3%) when compared to the same period last year. Rev par (\$132.03) is up (5.2%).

#### Segment Trend Report (Transient, Group, Contract-25 properties report)

Over the past 12 months occupancy is up (2.9) average daily rate (8.7) and rev par is up (11.8).

### **Regional Reports**

#### Trend Scottsdale Downtown (17 properties report)

Over the past 12 months occupancy is down (-1.2%) average daily rate (\$156.89) is up (3.8%) and Rev Par (\$110.40) is up (2.6%) when compared to the same period last year.

#### Trend Scottsdale Middle (31 properties report)

Over the past 12 months occupancy is down (-0.9%) average daily rate (\$191.40) is up (5.8%) and Rev Par (\$125.81) is up (4.9%) when compared to the same period last year.

#### Trend Scottsdale North (11 properties report)

Over the past 12 months occupancy is up (2.5%) average daily rate (\$231.46) is up (4.8%) and Rev Par (\$161.86) is up (7.4%) when compared to the same period last year.

#### Hotel Performance Indicator Definitions

Occupancy is calculated by rooms sold divided by rooms available multiplied by 100.

Average Daily Rate is calculated by taking room revenue divided by rooms sold.

Rev Par is calculated by dividing room revenue by rooms available.

### **Program Updates**

Any program updates will be provided at the July TDC meeting.

BED TAX COLLECTION REPORT - FY 16/17  
Prepared by the City of Scottsdale Tourism Events Department  
July 18 ,2017 (Preliminary)

Item 7a

This report provides a summary of monthly collections of City revenues that reflect activity in the Tourism Industry in Scottsdale. Column one shows the actual month of business activity, not the City receipt of the taxes.

**Table 1** reports the bed tax, the hotel/motel sales tax, the sales tax on miscellaneous retail and the sales tax on restaurants as a percentage change from the same period in the previous year.

**Table 2** provides Bed Tax collections by hotel classification (Resort, Full Service and Limited Service) and a comparison with the same period last year and FY2015/16 property pre-classification. As a percentage of 8,971 total hotel rooms in the City as of July 2016. Resort hotels represent 43%, Full Service hotels 22%, and Limited Service hotels 35%.

\*Bed Tax Classification Table reflects only funds received from a specific month. It does not include late payments received.

**Table 1**

**Tourism Indicators as reflected in Monthly City Sales Tax Revenues**  
FY16-17 (July 1, 2016 through June 30, 2017) -- Change from the same period last year

Month of Business Activity	Period Share of Annual	FY15/16 Bed Tax Collections	FY16/17 Bed Tax Collections	Room Rev. Tax Change	Hotel/Motel Tax Change	Misc. Retail Sales Tax	Restaurant Tax Change
June	4.4%	\$751,742	\$860,598	14.0%	16.0%	0.0%	1.0%
July	4.0%	\$686,517	\$739,002	8.0%	2.0%	9.0%	7.0%
August	3.6%	\$621,760	\$719,101	16.0%	7.0%	0.0%	6.0%
<sup>1</sup> September	5.2%	\$889,778	\$1,196,588	34.0%	17.0%	8.0%	6.0%
October	8.1%	\$1,398,632	\$1,557,281	13.0%	11.0%	7.0%	2.0%
November	8.3%	\$1,439,290	\$1,572,604	9.0%	4.0%	15.0%	5.0%
December	6.6%	\$1,135,306	\$1,173,835	3.0%	12.0%	7.0%	5.0%
<sup>2</sup> January	10.5%	\$1,813,107	\$1,115,043	-39.0%	-25.0%	-43.0%	-47.0%
February	13.4%	\$2,320,417	\$2,417,432	4.0%	2.0%	1.0%	1.0%
<sup>3</sup> March	16.7%	\$2,892,090	\$2,458,315	-15.0%	-5.0%	-27.0%	-16.0%
<sup>4</sup> April	11.4%	\$1,977,341	\$3,054,168	54.0%	55.0%	49.0%	31.0%
May	7.8%	\$1,345,248	\$1,761,758	31.0%	58.0%	3.0%	0.0%
<b>Year to date</b>	<b>100.0%</b>	<b>\$17,271,228</b>	<b>\$18,625,725</b>	<b>8.0%</b>	<b>12.0%</b>	<b>3.0%</b>	<b>-1.0%</b>

<sup>1</sup>September increase was due to market conditions

<sup>2</sup>Please note that this is the first full month of ADOR collecting taxes. ADOR payments are received weekly.

<sup>3</sup>Please note that this month we had 6 business days of collections that did not get in April's revenue due to the change in administration of taxes.

<sup>4</sup>Please note five payments instead of four included in the month

**MONTHLY BED TAX COLLECTION REPORT BY HOTEL CLASSIFICATION - FY 16/17**

Prepared by the City of Scottsdale Tourism Events Department

July 18, 2017 (Preliminary)

7b

**Table 2**

FY16-17 (July 1, 2016 through June 30, 2017) -- Change from the same period last year

Month of Business Activity	Resort Hotels 3,877 Rooms	% Change from FY15/16	Pre Classification Change %	Full-Service Hotels 1,959	% Change from FY15/16	Old Class % Change %	Limited-Service Hotels 3,135 Rooms	% Change from FY15/16	Pre Classification Change %
June	\$537,901	11.6%		\$112,806	-6.5%		\$186,688	11.0%	
July	\$465,735	10.2%		\$86,533	-0.1%		\$157,005	11.8%	
August	\$441,054	11.9%	12.5%	\$95,302	6.9%	7.9%	\$160,596	11.9%	14.6%
September	\$766,079	34.7%	39.1%	\$156,263	12.6%	14.5%	\$226,860	13.9%	13.3%
October	\$1,011,432	10.1%	12.4%	\$213,879	15.9%	8.4%	\$309,882	1.2%	1.0%
November	\$978,984	11.1%	12.2%	\$196,585	17.9%	12.2%	\$303,793	-5.9%	-5.3%
December	\$784,629	14.9%	17.6%	\$127,717	-0.4%	-1.3%	\$227,264	-11.8%	-11.3%
*January	\$972,456	-11.8%	-2.7%	\$201,991	-17.2%	-33.2%	\$298,989	-33.0%	-35.60%
February	\$1,417,840	1.3%	-0.4%	\$214,368	-28.2%	-12.7%	\$489,890	-8.9%	-9.10%
March	\$1,839,171	6.7%	5.2%	\$428,009	9.9%	12.9%	\$653,511	-9.6%	-9.30%
April	\$1,334,725	8.5%	10.2%	\$281,237	23.8%	12.1%	\$369,052	-4.9%	-4.50%
May	\$937,477	7.9%	9.9%	\$193,702	11.7%	5.2%	\$231,629	-11.2%	-10.50%
<b>Year to date</b>	<b>\$11,487,483</b>	<b>8.9%</b>	<b>9.8%</b>	<b>\$2,308,392</b>	<b>11.0%</b>	<b>8.5%</b>	<b>\$3,615,159</b>	<b>-5.3%</b>	<b>-5.2%</b>
	65.98%			13.26%			20.76%		

**Table 2 report does not include late payment or adjustments**

Please note that all of the Taxpayers that make up this report have been reviewed for proper classification and adjustments were made when necessary.

\*This is the first full month where the Arizona Department of Revenue did all tax collections.

**City of Scottsdale**  
**Tourism Program Proforma**  
**July 18, 2017**

Item No. 7c

	2015/16 Actual-Final	2016/17 Estimate	2017/18 Estimate
<b>Bed Tax Revenues</b>	17,396,331	18,714,000	\$19,441,159
<b>Princess Lease Revenues</b>	1,531,012	1,618,667	1,667,227
<b>Event Notification Banner Revenues</b>	17,617	10,248	
<b>Event Survey Revenue</b>	1,400		
<b>TOURISM REVENUES</b>	<u>18,946,360</u>	<u>20,342,915</u>	<u>19,441,159</u>
<b>EXPENSES</b>			
<b>Destination Marketing (50% of bed tax revenues)</b>	(8,698,166)	(9,357,000)	(9,720,580)
<b>General Fund Allocation, maximum of \$1,500,000</b>	(1,500,000)	(1,500,000)	(1,500,000)
<b>Multi-year Commitments for Capital Projects</b>			
• WestWorld debt service (80-acres started FY06/07, ends FY34/35)	(600,000)	(600,000)	(600,000)
• TNEC Equestrian Center debt service (started FY12/13, ends FY32/33)	(1,200,000)	(1,200,000)	(1,200,000)
• Museum of the West debt service (started FY14/15, ends FY33/34)	(889,941)	(900,000)	(891,763)
• TPC renovations debt service (started FY14/15, ends FY33/34)	(900,000)	(900,000)	(900,000)
• <b>DDC debt service (TDC reserved \$600k/yr March 20th, 2012--council has not taken action)</b>	-		<b>(600,000)</b>
• Uncommitted (based on projected revenues)	-	(3,685,915)	
Total Capital Projects	<u>(3,589,941)</u>	<u>(7,285,915)</u>	<u>(4,191,763)</u>
<b>One-time Commitments (available for all categories except General Fund and Marketing) maximum of \$500,000:</b>			
• Tonto Forest Tour Operators (Council approved 7-2-2014)	(10,000)	-	
• International Visitor Committee (Council approved on April 28, 2015)	(75,000)	(75,000)	
• PRCA Championship Rodeo- 2016 (council approved 01/11/2016 ) <b>FINAL year of funding</b>	<b>(75,000)</b>	-	
• 2015 Food & Wine Experience Event (Council approved 10-20-15) <b>1st year of funding</b>	(75,000)		
• Uncommitted	-	(425,000)	(500,000)
Total One-time Commitments	<u>(235,000)</u>	<u>(500,000)</u>	<u>(500,000)</u>
<b>Event Retention and Development, maximum of \$1,200,000:</b>			
Uncommitted		(50,104)	(684,814)
Fiesta Bowl (20 yr agreement since 2006)	(298,896)	(310,852)	(323,286)
College Championship Game (Council approved 08-25-15)	(250,848)		-
Competitor Group Marathon Series <b>FY2015/16 final year of funding through new event funding program</b>	(73,645)		-
PGA Charles Schwab Cup Championship (council approved 07-01-15) <b>2016 Final Year</b>	(75,000)	(75,000)	-
NCAA Men's Final Four (council approved 09-13-16) 1st Year		(150,000)	-
2017 Off Road Expo (Council approved 07-06-16) 1st year		<b>(75,000)</b>	
2016 Food & Wine Experience (council 10-25-16) <b>2nd year of funding</b>		(82,500)	
2016 Grand Prix Event (council 10-25-16) 1st year		(48,062)	
2017 Grand Prix Event ( <b>goes to council 8-31-17</b> ) 2nd year			<b>(75,000)</b>
2017 Parada del Sol Parade ( <b>council approved 1-24-17</b> ) 1st year in this program		(64,400)	
2018 Parada del Sol Parade (5-year agreement) ( <b>council approved 7-5-17</b> )			<b>(79,400)</b>
2017 Scottsdale International Film Festival (3-year agreement) ( <b>council approved 7-5-17</b> )			<b>(37,500)</b>
Matching Event Advertising Funding Program	(98,175)	(105,000)	
Event Notification Program	(17,455)	(10,248)	
Event Venue Fee Program	(9,089)	(41,773)	
Community Events Program	(194,000)	<b>(187,061)</b>	
Total Events	<u>(1,017,108)</u>	<u>(1,200,000)</u>	<u>(1,200,000)</u>
<b>Administrative/Other Professional Services, maximum of \$500,000:</b>			
Administrative Expenses	(285,991)	(310,000)	(274,641)
Tourism Research	(53,400)	(90,000)	(90,000)
5-yr Tourism Strategic Plan	(99,912)	(100,000)	(132,359)
Total Admin/Other	<u>(439,303)</u>	<u>(500,000)</u>	<u>(497,000)</u>
<b>TOTAL EXPENSES</b>	<u>(15,479,517)</u>	<u>(20,342,915)</u>	<u>(17,609,343)</u>
<b>CURRENT YEAR UNSPENT (moves to carryover at year end)</b>	<u>\$ 3,466,843</u>	<u>\$ -</u>	<u>\$ 1,831,817</u>

<b>CARRYOVER BALANCE:</b>			
<b>Beginning Balance</b>	\$ 9,787,519	\$ 10,433,004	\$ 6,906,303
<b>Additions</b>			
Current year unspent carryover (from above)	3,466,843	-	1,831,817
<b>Uses</b>			
Trolley Expenses	(300,000)	(300,000)	(300,000)
Tourism Strategic Plan (Council approved 5-14-13)	(200,863)	(319,201)	
Tourism Strategic Plan (Council approved 10-10-16)		(745,000)	
Museum of the West 5-yr donation match (up to \$400k/year thru FY17/18)	(399,979)	(400,000)	(400,000)
Museum of the West Gallery/Marketing Project (Council approved 2/23/16)		(500,000)	
Fiesta Bowl Rugby Event (council approved 01/11/16) - 2nd year of funding	(73,616)		
DDC Business Plan & Feasibility Study (council approved 01/11/16)	(1,696,900)	-	
2017 & 2018 NCHA Western National Championship Bid (council approved 3/15/16)		(30,000)	(30,000)
Bed Tax Stabilization Policy Fund (TDC reserved \$2.6 mill January 19, 2016-- <b>council has not taken action</b> )			(2,600,000)
Downtown Event Activation (Council approved 6-7-16)		(300,000)	
Ambient Lighting (Council approved 6-7-16)		(520,000)	
WestWorld Municipal Use Site Plan ( <b>goes to council 11-28-16 -- no action taken</b> )			(150,000)
Thunderbird Veterans Memorial ( <b>council approved 1/24/17</b> )		(412,500)	
Canal Convergence Event ( <b>council approved 6-27-17</b> )			<b>(650,000)</b>
Civic Center Mall Design Review Plan	(150,000)	-	
<b>Ending Balance</b>	<u>\$ 10,433,004</u>	<u>\$ 6,906,303</u>	<u>\$ 4,608,119</u>

\* \$366,250 of the Museum Match in FY14/15 is related to matches from the FY13/14 time period but will be paid in FY14/15.



Item 7d

**United Kingdom**  
Blue Fin Building  
110 Southwark Street  
London SE1 0TA  
Phone: +44 (0)20 7922 1930  
Fax: +44 (0)20 7922 1931  
www.strglobal.com

**United States**  
735 East Main Street  
Hendersonville  
TN 37075  
Phone: +1 (615) 824 8664  
Fax: +1 (615) 824 3848  
www.str.com

# City of Scottsdale, AZ

For the Month of May 2017

Date Created: Jun 16, 2017

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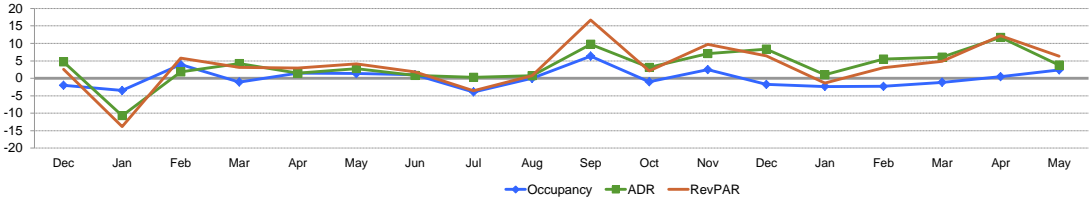


Tab 2 - Trend Scottsdale AZ+

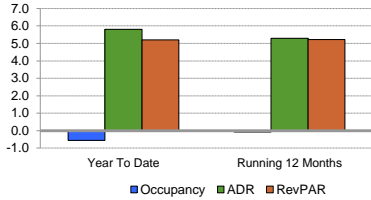
City of Scottsdale, AZ  
For the Month of May 2017

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2015												2016												2017				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May											
	This Year	57.0	70.9	85.1	89.7	79.0	68.0	59.6	52.5	54.2	62.1	70.1	70.5	56.0	69.3	83.1	88.6	79.3	69.7										
	Last Year	58.1	73.5	81.9	90.6	77.8	67.1	59.0	54.6	54.2	58.4	70.8	68.8	57.0	70.9	85.1	89.7	79.0	68.0										
Percent Change		-2.0	-3.5	3.9	-1.1	1.5	1.3	1.0	-3.9	0.0	6.3	-1.0	2.5	-1.8	-2.3	-2.3	-1.1	0.4	2.4										

ADR	2015												2016												2017				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May											
	This Year	160.58	222.51	244.59	271.16	213.01	166.74	120.26	110.42	106.20	160.09	190.75	193.49	173.99	224.80	258.04	287.59	237.93	173.09										
	Last Year	153.36	249.11	240.22	260.16	210.00	162.22	119.30	110.10	105.42	145.85	184.98	180.69	160.58	222.51	244.59	271.16	213.01	166.74										
Percent Change		4.7	-10.7	1.8	4.2	1.4	2.8	0.8	0.3	0.7	9.8	3.1	7.1	8.4	1.0	5.5	6.1	11.7	3.8										

RevPAR	2015												2016												2017				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May											
	This Year	91.48	157.77	208.04	243.13	168.21	113.41	71.68	57.99	57.51	99.40	133.65	136.47	97.36	155.69	214.40	254.90	188.72	120.56										
	Last Year	89.17	183.05	196.63	235.77	163.42	108.87	70.40	60.16	57.11	85.17	130.93	124.35	91.48	157.77	208.04	243.13	168.21	113.41										
Percent Change		2.6	-13.8	5.8	3.1	2.9	4.2	1.8	-3.6	0.7	16.7	2.1	9.7	6.4	-1.3	3.1	4.8	12.2	6.3										

Supply	2015												2016												2017				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May											
	This Year	366,420	366,420	330,960	366,420	358,380	373,581	361,530	373,612	369,241	357,330	369,458	357,540	375,689	375,751	339,752	376,154	364,020	369,489										
	Last Year	369,830	369,830	334,040	369,737	357,810	369,768	357,720	359,538	359,538	357,720	369,644	354,600	366,420	366,420	330,960	366,420	358,380	373,581										
Percent Change		-0.9	-0.9	-0.9	-0.9	0.2	1.0	1.1	3.9	2.7	-0.1	-0.1	0.8	2.5	2.5	2.7	2.7	1.6	-1.1										

Demand	2015												2016												2017				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May											
	This Year	208,736	259,812	281,505	328,551	282,993	254,093	215,499	196,226	199,955	221,864	258,867	252,173	210,222	260,228	282,297	333,401	288,731	257,359										
	Last Year	215,028	271,751	273,426	335,070	278,439	248,159	211,102	196,466	194,760	208,889	261,628	244,048	208,736	259,812	281,505	328,551	282,993	254,093										
Percent Change		-2.9	-4.4	3.0	-1.9	1.6	2.4	2.1	-0.1	2.7	6.2	-1.1	3.3	0.7	0.2	0.3	1.5	2.0	1.3										

Revenue	2015												2016												2017				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May											
	This Year	33,518,501	57,809,773	68,852,139	89,089,230	60,281,585	42,367,542	25,914,959	21,667,211	21,235,488	35,518,922	49,379,070	48,792,728	36,577,280	58,500,458	72,844,281	95,882,396	68,696,833	44,545,188										
	Last Year	32,977,024	67,695,977	65,681,827	87,171,282	58,472,679	40,256,294	25,183,881	21,629,967	20,531,638	30,465,854	48,396,623	44,096,020	33,518,501	57,809,773	68,852,139	89,089,230	60,281,585	42,367,542										
Percent Change		1.6	-14.6	4.8	2.2	3.1	5.2	2.9	0.2	3.4	16.6	2.0	10.7	9.1	1.2	5.8	7.6	14.0	5.1										

Census %	2015												2016												2017				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May											
	Census Props	57	57	57	57	58	58	58	57	57	57	57	58	58	58	58	58	57											
	Census Rooms	11820	11820	11820	11820	11946	12051	12051	12052	11911	11911	11918	11918	12119	12121	12134	12134	12134											
% Rooms Participants		100.0	100.0	100.0	100.0	100.0	100.0	100.0	98.9	100.0	100.0	100.0	100.0	100.0	99.8	99.8	100.0	99.8											

A blank row indicates insufficient data.

Source 2017 STR, Inc.

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City of Scottsdale, AZ  
For the Month of May 2017

A blank row indicates insufficient data. **Source 2017 STR, Inc.**

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# Tab 4 - Seg Trend Scottsdale AZ+

City of Scottsdale, AZ

For the Month of May 2017

Currency: USD - US Dollar

Current Month		This Year												Percent Change (%)											
		Occupancy (%)				ADR				RevPAR				Occupancy (%)				ADR (%)				RevPAR (%)			
		Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total
2015	Dec	39.5	18.3	0.2	58.0	199.70	183.94	86.83	194.38	78.88	33.67	0.15	112.70	-4.1	-1.9	0.0	-3.4	4.0	5.5	-6.0	4.4	-0.3	3.4	-6.1	0.8
2016	Jan	32.9	39.2	0.0	72.1	275.45	253.08	0.00	263.16	90.66	99.21	0.00	189.87	8.9	-13.4	-37.8	-4.5	-4.3	-13.5	-100.0	-9.4	4.3	-25.0	-100.0	-13.4
	Feb	39.3	47.1	0.0	86.4	304.08	283.44	84.67	292.75	119.48	133.51	0.03	253.02	-3.1	8.8	3.2	3.1	6.4	-0.9	-21.0	2.4	3.1	7.8	-18.4	5.5
	Mar	58.1	31.7	0.4	90.3	341.27	294.57	194.90	324.17	198.29	93.48	0.81	292.57	6.8	-13.5	269.8	-1.1	2.6	4.7	121.5	4.0	9.5	-9.5	719.1	2.9
	Apr	40.6	39.3	0.1	79.9	261.39	259.19	67.40	260.18	106.05	101.75	0.04	207.84	-9.3	7.7	-28.1	-1.7	1.7	3.3	-22.6	2.4	-7.8	11.3	-44.4	0.7
	May	40.3	28.9	0.1	69.2	193.29	210.48	73.15	200.38	77.81	60.85	0.04	138.69	-0.2	-4.5	5.2	-2.1	3.8	5.3	-8.6	4.3	3.5	0.6	-3.9	2.2
	Jun	39.4	22.5	0.1	62.0	138.95	137.53	79.30	138.37	54.79	30.89	0.05	85.73	3.3	-5.7	103.2	-0.1	-0.1	3.9	-5.0	1.4	3.2	-2.0	93.1	1.3
	Jul	39.2	15.5	0.0	54.8	131.70	115.71	78.96	127.13	51.69	17.99	0.03	69.71	-7.6	-7.3	0.6	-7.5	-0.5	3.5	2.8	0.5	-8.1	-4.0	3.5	-7.1
	Aug	40.4	14.9	0.0	55.4	124.71	107.26	84.22	119.98	50.39	16.02	0.03	66.44	-10.5	11.5	-31.3	-5.5	0.6	0.6	7.4	0.0	-10.0	12.2	-26.1	-5.5
	Sep	34.6	28.2	0.0	62.9	185.95	200.19	86.04	192.28	64.35	56.48	0.03	120.86	-4.7	20.9	14.9	5.3	11.2	9.7	-7.6	11.1	6.0	32.7	6.1	17.0
	Oct	34.5	35.0	0.0	69.6	228.42	232.80	71.02	230.57	78.89	81.47	0.02	160.38	-3.5	-1.2	-19.9	-2.4	8.1	-2.2	-6.3	2.7	4.3	-3.4	-24.9	0.2
	Nov	39.0	33.0	0.1	72.1	231.94	228.31	87.74	230.07	90.47	75.24	0.09	165.80	1.2	3.0	57.4	2.1	7.4	3.6	4.4	5.6	8.7	6.7	64.4	7.8
	Dec	40.8	16.8	0.2	57.7	219.35	184.73	79.03	208.86	89.40	30.95	0.14	120.49	3.2	-8.5	3.1	-0.5	9.8	0.4	-9.0	7.4	13.3	-8.1	-6.2	6.9
2017	Jan	29.6	40.9	0.5	71.1	264.67	259.30	82.48	260.26	78.46	106.07	0.42	184.96	-9.9	4.3	1384.2	-1.5	-3.9	2.5	0.0	-1.1	-13.5	6.9	0.0	-2.6
	Feb	41.3	43.1	0.6	84.9	315.65	300.33	89.43	306.41	130.30	129.41	0.49	260.21	5.1	-8.5	1573.1	-1.7	3.8	6.0	5.6	4.7	9.1	-3.1	1667.1	2.8
	Mar	54.1	35.0	0.8	89.9	362.93	315.39	85.51	342.03	196.42	110.24	0.67	307.33	-6.9	10.1	87.8	-0.4	6.3	7.1	-56.1	5.5	-0.9	17.9	-17.6	5.0
	Apr	44.8	35.4	0.6	80.7	294.96	281.94	92.43	287.85	132.13	99.79	0.52	232.43	10.4	-9.8	899.0	1.1	12.8	8.8	37.1	10.6	24.6	-1.9	1269.9	11.8
	May	37.0	31.3	0.5	68.8	203.33	213.69	86.17	207.21	75.28	66.79	0.42	142.49	-8.0	8.1	845.6	-0.6	5.2	1.5	17.8	3.4	-3.2	9.8	1013.8	2.7

Year To Date														Percent Change (%)											
2015	May	42.1	38.3	0.1	80.4	272.82	266.06	90.20	269.45	114.77	101.92	0.06	216.75	0.4	4.4	-30.6	2.2	12.0	12.4	-23.0	12.1	12.5	17.3	-46.6	14.7
2016	May	42.3	37.0	0.1	79.4	279.56	261.71	154.76	271.06	118.19	96.79	0.18	215.16	0.5	-3.5	81.0	-1.3	2.5	-1.6	71.6	0.6	3.0	-5.0	210.6	-0.7
2017	May	41.4	37.0	0.6	78.9	295.76	275.43	87.09	284.70	122.32	101.94	0.50	224.76	-2.2	0.1	385.3	-0.5	5.8	5.2	-43.7	5.0	3.5	5.3	173.1	4.5

Running 12 Month														Percent Change (%)											
2015	May	40.1	29.5	0.1	69.6	209.83	221.90	106.70	214.84	84.06	65.42	0.07	149.55	2.9	3.7	-77.7	2.9	9.2	7.6	9.1	8.7	12.4	11.6	-75.7	11.8
2016	May	40.6	29.0	0.1	69.7	216.60	224.23	125.37	219.67	87.92	65.09	0.11	153.12	1.3	-1.5	29.4	0.1	3.2	1.0	17.5	2.2	4.6	-0.5	52.1	2.4
2017	May	39.6	29.2	0.3	69.0	229.56	233.08	86.28	230.46	90.82	68.00	0.24	159.06	-2.5	0.5	229.4	-1.0	6.0	3.9	-31.2	4.9	3.3	4.5	126.7	3.9

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# Tab 5 - Seg Trend Raw Scottsdale AZ+

City of Scottsdale, AZ

For the Month of May 2017

Currency: USD - US Dollar

		This Year									Last Year								
		Supply		Demand				Revenue				Supply		Demand				Revenue	
Current Month		Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total
2015	Dec	207,545	81,980	37,988	360	120,328	16,371,205	6,987,340	31,258	23,389,803	211,513	87,150	39,471	367	126,988	16,732,790	6,884,550	33,910	23,651,250
2016	Jan	207,545	68,308	81,363	72	149,743	18,815,108	20,591,035	0	39,406,143	211,513	63,903	95,699	118	159,720	18,386,354	27,995,301	11,683	46,393,338
	Feb	187,460	73,658	88,302	62	162,022	22,397,590	25,028,671	5,232	47,431,493	191,044	77,451	82,711	61	160,223	22,131,621	23,663,539	6,534	45,801,694
	Mar	207,545	120,590	65,863	860	187,313	41,153,237	19,401,039	167,611	60,721,887	211,513	115,116	77,633	237	192,986	38,291,429	21,839,146	20,854	60,151,429
	Apr	204,630	83,024	80,329	114	163,467	21,701,873	20,820,473	7,703	42,530,049	204,690	91,610	74,581	159	166,350	23,536,765	18,709,923	13,848	42,260,536
	May	214,706	86,431	62,067	111	148,609	16,706,477	13,063,788	8,120	29,778,385	211,544	85,361	64,047	104	149,512	15,903,169	12,800,100	8,326	28,711,595
	Jun	207,780	81,938	46,667	130	128,735	11,385,068	6,418,162	10,309	17,813,539	204,600	78,119	48,731	63	126,913	10,864,687	6,451,500	5,258	17,321,445
	Jul	214,737	84,277	33,391	73	117,741	11,098,965	3,863,519	5,764	14,968,248	201,314	85,549	33,751	68	119,368	11,319,370	3,774,189	5,223	15,098,782
	Aug	214,737	86,769	32,069	77	118,915	10,821,359	3,439,606	6,485	14,267,450	201,314	90,896	26,958	105	117,959	11,267,419	2,873,890	8,231	14,149,540
	Sep	207,810	71,921	58,624	84	130,629	13,373,583	11,736,129	7,227	25,116,939	204,600	74,276	47,743	72	122,091	12,415,851	8,709,612	6,706	21,132,169
	Oct	214,737	74,161	75,152	54	149,367	16,940,146	17,495,192	3,835	34,439,173	211,420	75,671	74,864	66	150,601	15,991,010	17,828,937	5,028	33,824,975
	Nov	207,810	81,058	68,480	215	149,753	18,800,194	15,634,886	18,864	34,453,944	200,850	77,436	64,255	132	141,823	16,720,982	14,166,197	11,089	30,898,268
	Dec	214,737	87,518	35,981	384	123,883	19,197,402	6,646,847	30,346	25,874,595	207,545	81,980	37,988	360	120,328	16,371,205	6,987,340	31,258	23,389,803
2017	Jan	214,799	63,676	87,868	1,106	152,650	16,853,232	22,783,839	91,223	39,728,294	207,545	68,308	81,363	72	149,743	18,815,108	20,591,035	0	39,406,143
	Feb	194,376	80,242	83,753	1,072	165,067	25,328,151	25,153,775	95,866	50,577,792	187,460	73,658	88,302	62	162,022	22,397,590	25,028,671	5,232	47,431,493
	Mar	215,202	116,470	75,219	1,675	193,364	42,270,406	23,723,509	143,222	66,137,137	207,545	120,590	65,863	860	187,313	41,153,237	19,401,039	167,611	60,721,887
	Apr	208,260	93,291	73,712	1,162	168,165	27,516,832	20,782,362	107,400	48,406,594	204,630	83,024	80,329	114	163,467	21,701,873	20,820,473	7,703	42,530,049
	May	215,202	79,681	67,260	1,052	147,993	16,201,343	14,372,998	90,646	30,664,987	214,706	86,431	62,067	111	148,609	16,706,477	13,063,788	8,120	29,778,385

Year To Date																			
2015	May	1,030,304	433,441	394,671	679	828,791	118,249,338	105,008,009	61,245	223,318,592	1,034,048	433,092	379,445	982	813,519	105,526,208	89,835,837	115,012	195,477,057
2016	May	1,021,886	432,011	377,924	1,219	811,154	120,774,285	98,905,006	188,667	219,867,957	1,030,304	433,441	394,671	679	828,791	118,249,338	105,008,009	61,245	223,318,592
2017	May	1,047,839	433,360	387,812	6,067	827,239	128,169,963	106,816,484	528,357	235,514,804	1,021,886	432,011	377,924	1,219	811,154	120,774,285	98,905,006	188,667	219,867,957

Running 12 Month																			
2015	May	2,493,476	998,965	735,074	1,637	1,735,676	209,613,036	163,112,275	174,715	372,900,025	2,489,523	969,579	707,845	7,332	1,684,756	186,245,995	145,937,119	717,345	332,900,459
2016	May	2,453,529	995,937	712,214	2,085	1,710,237	215,724,809	159,696,671	261,459	375,682,939	2,493,476	998,965	735,074	1,637	1,735,676	209,613,036	163,112,275	174,715	372,900,025
2017	May	2,530,187	1,001,002	738,176	7,084	1,746,262	229,786,680	172,050,825	611,187	402,448,692	2,453,529	995,937	712,214	2,085	1,710,237	215,724,809	159,696,671	261,459	375,682,939

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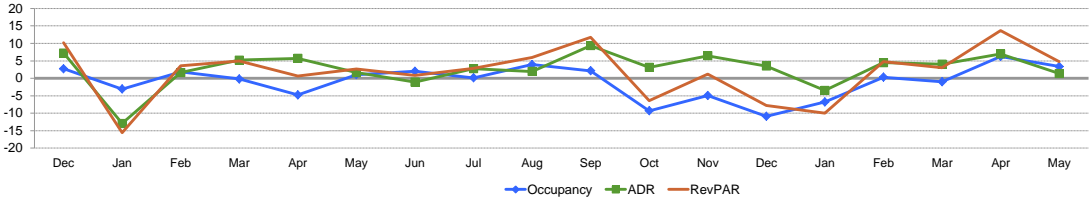
City of Scottsdale, AZ  
For the Month of May 2017

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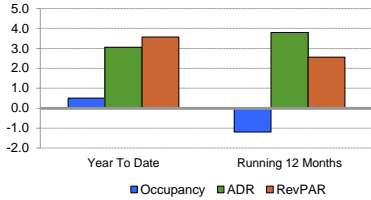
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Monthly Percent Change



Overall Percent Change



Occupancy (%)	2015												2016												2017				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May											
	This Year	63.2	73.9	87.0	91.9	76.4	70.0	63.2	55.7	58.8	67.7	71.7	72.0	56.3	68.9	87.3	91.0	81.1	72.4										
	Last Year	61.5	76.3	85.4	92.1	80.2	69.3	62.0	55.6	56.6	66.3	79.1	75.7	63.2	73.9	87.0	91.9	76.4	70.0										
	Percent Change	2.7	-3.1	1.9	-0.2	-4.8	1.0	2.0	0.1	3.9	2.2	-9.3	-4.9	-10.9	-6.8	0.3	-1.0	6.2	3.4										

ADR	2015												2016												2017				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May											
	This Year	127.54	185.09	199.98	235.98	171.57	134.31	101.48	94.49	93.25	131.29	150.93	154.83	132.02	178.67	208.90	245.54	183.53	136.14										
	Last Year	118.95	212.60	196.74	224.33	162.26	132.17	102.59	91.97	91.44	120.02	146.32	145.42	127.54	185.09	199.98	235.98	171.57	134.31										
	Percent Change	7.2	-12.9	1.6	5.2	5.7	1.6	-1.1	2.7	2.0	9.4	3.2	6.5	3.5	-3.5	4.5	4.0	7.0	1.4										

RevPAR	2015												2016												2017				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May											
	This Year	80.57	136.87	173.97	216.81	130.99	94.07	64.17	52.63	54.82	88.87	108.26	111.47	74.33	123.18	182.31	223.36	148.87	98.55										
	Last Year	73.15	162.17	168.01	206.53	130.09	91.61	63.61	51.15	51.72	79.52	115.72	110.11	80.57	136.87	173.97	216.81	130.99	94.07										
	Percent Change	10.1	-15.6	3.6	5.0	0.7	2.7	0.9	2.9	6.0	11.8	-6.4	1.2	-7.7	-10.0	4.8	3.0	13.6	4.8										

Supply	2015												2016												2017				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May											
	This Year	75,299	75,299	68,012	75,299	76,650	79,205	76,650	79,205	79,205	76,650	79,205	76,650	79,205	71,540	79,205	76,650	79,205											
	Last Year	79,143	79,143	71,484	79,143	76,590	79,174	76,620	79,174	79,174	76,620	79,174	72,870	75,299	75,299	68,012	75,299	76,650	79,205										
	Percent Change	-4.9	-4.9	-4.9	-4.9	0.1	0.0	0.0	0.0	0.0	0.0	0.0	5.2	5.2	5.2	5.2	0.0	0.0	0.0										

Demand	2015												2016												2017				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May											
	This Year	47,567	55,682	59,168	69,183	58,524	55,473	48,470	44,117	46,561	51,886	56,810	55,186	44,594	54,603	62,431	72,052	62,173	57,336										
	Last Year	48,672	60,372	61,042	72,865	61,404	54,878	47,506	44,038	44,786	50,767	62,613	55,178	47,567	55,682	59,168	69,183	58,524	55,473										
	Percent Change	-2.3	-7.8	-3.1	-5.1	-4.7	1.1	2.0	0.2	4.0	2.2	-9.3	0.0	-6.3	-1.9	5.5	4.1	6.2	3.4										

Revenue	2015												2016												2017				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May											
	This Year	6,066,668	10,306,080	11,832,154	16,325,862	10,040,738	7,450,547	4,918,554	4,168,615	4,341,709	6,812,097	8,574,520	8,544,398	5,887,215	9,756,176	13,042,137	17,691,440	11,410,857	7,805,676										
	Last Year	5,789,411	12,834,858	12,009,670	16,345,781	9,963,573	7,253,139	4,873,713	4,050,072	4,095,160	6,093,167	9,161,641	8,024,070	6,066,668	10,306,080	11,832,154	16,325,862	10,040,738	7,450,547										
	Percent Change	4.8	-19.7	-1.5	-0.1	0.8	2.7	0.9	2.9	6.0	11.8	-6.4	6.5	-3.0	-5.3	10.2	8.4	13.6	4.8										

Census %	2015												2016												2017				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May											
	Census Props	16	16	16	16	17	17	17	17	17	17	17	17	17	17	17	17	17											
	Census Rooms	2429	2429	2429	2429	2555	2555	2555	2555	2555	2555	2555	2555	2555	2555	2555	2555	2555											
% Rooms Participants	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0											

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Tab 8 - Response Scottsdale Downtown+

City of Scottsdale, AZ  
For the Month of May 2017

								2015												2016												2017																			
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D								
32665	aloft Scottsdale	Scottsdale, AZ	85251	Apr 2016	Jan 1996	126	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	○	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●					
56174	Best Western Plus Sundial	Scottsdale, AZ	85251	Jul 2011	Mar 2009	54		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●				
32389	Comfort Suites Old Town Scottsdale	Scottsdale, AZ	85251	Jan 1996	Jan 1996	60		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●			
37904	Courtyard Scottsdale Old Town	Scottsdale, AZ	85251	May 1999	May 1999	180		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		
31968	Extended Stay America Phoenix Scottsdale Old Town	Scottsdale, AZ	85251	Jan 2013	Aug 1995	121		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		
38821	Hilton Garden Inn Scottsdale Old Town	Scottsdale, AZ	85251	Aug 1999	Aug 1999	199		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
34598	Holiday Inn Express & Suites Scottsdale Old Town	Scottsdale, AZ	85251	Jan 2003	Feb 1998	169	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
7555	Hotel Valley Ho	Scottsdale, AZ	85251	Dec 2005	Jun 1953	240	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
8073	Howard Johnson Scottsdale	Scottsdale, AZ	85251	Mar 2012	Jun 1966	65	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
36698	Hyatt House Scottsdale Old Town	Scottsdale, AZ	85251	Jan 2012	Oct 1998	164		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
34426	Hyatt Place Scottsdale Old Town	Scottsdale, AZ	85251	Sep 2006	Dec 1998	126	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
12031	Marriott Scottsdale Suites Old Town	Scottsdale, AZ	85251	May 1988	May 1988	243		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
6251	Motel 6 Scottsdale	Scottsdale, AZ	85251	May 1967	May 1967	122		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
9113	The Saguaro Scottsdale	Scottsdale, AZ	85251	Apr 2016	Jun 1975	194	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
11348	The Scott Resort & Spa	Scottsdale, AZ	85251	Apr 2016	Jun 1961	204		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
57164	W Hotel Scottsdale	Scottsdale, AZ	85251	Sep 2008	Sep 2008	230	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
1828	Magnuson Hotel Papago Inn	Scottsdale, AZ	85257	Sep 2014	Jun 1964	58		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
			Total Properties:		17	2555	○ - Monthly data received by STR ● - Monthly and daily data received by STR Blank - No data received by STR Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report																																												

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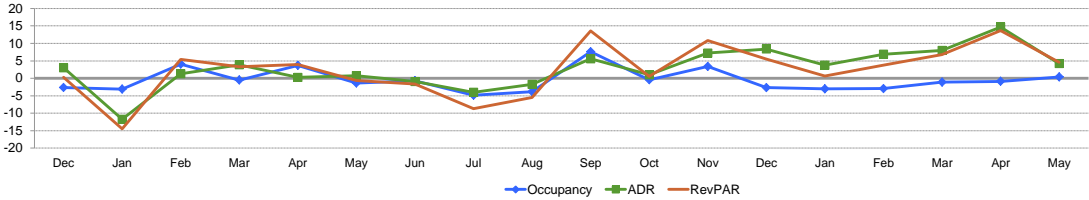
Source 2017 STR, Inc.

Tab 9 - Trend Scottsdale Middle+

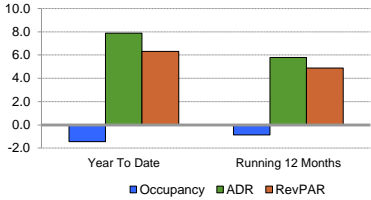
City of Scottsdale, AZ  
For the Month of May 2017

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2015												2016												2017				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May						2015	2016	2017	2015	2016	2017
	54.7	70.3	85.1	90.2	79.7	66.7	56.9	49.0	49.6	58.1	67.6	68.9	53.3	68.1	82.6	89.2	79.1	67.0						77.8	78.3	77.1	65.5	66.3	65.7
	56.2	72.5	81.8	90.7	76.9	67.6	57.3	51.5	51.6	54.0	67.9	66.7	54.7	70.3	85.1	90.2	79.7	66.7						75.5	77.8	78.3	63.4	65.5	66.3
Percent Change	-2.7	-3.1	4.1	-0.5	3.7	-1.4	-0.7	-4.9	-3.8	7.6	-0.4	3.4	-2.7	-3.0	-3.0	-1.1	-0.9	0.4						3.0	0.6	-1.4	3.3	1.3	-0.9

ADR	2015												2016												2017				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May						2015	2016	2017	2015	2016	2017
	159.44	212.96	237.00	261.46	203.89	158.35	115.82	107.04	103.35	153.32	181.60	188.73	172.82	221.02	253.35	282.29	233.83	165.02						219.91	217.89	235.03	178.29	180.91	191.40
	154.79	241.28	233.94	251.75	203.40	157.13	116.91	111.50	105.17	145.24	179.81	176.00	159.44	212.96	237.00	261.46	203.89	158.35						197.20	219.91	217.89	163.63	178.29	180.91
Percent Change	3.0	-11.7	1.3	3.9	0.2	0.8	-0.9	-4.0	-1.7	5.6	1.0	7.2	8.4	3.8	6.9	8.0	14.7	4.2						11.5	-0.9	7.9	9.0	1.5	5.8

RevPAR	2015												2016												2017				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May						2015	2016	2017	2015	2016	2017
	87.26	149.64	201.72	235.85	162.60	105.62	65.92	52.47	51.30	89.08	122.84	130.12	92.04	150.59	209.27	251.83	184.85	110.51						171.14	170.53	181.31	116.73	119.95	125.81
	87.02	174.97	191.30	228.22	156.44	106.25	67.00	57.46	54.28	78.43	122.11	117.37	87.26	149.64	201.72	235.85	162.60	105.62						148.99	171.14	170.53	103.72	116.73	119.95
Percent Change	0.3	-14.5	5.5	3.3	3.9	-0.6	-1.6	-8.7	-5.5	13.6	0.6	10.9	5.5	0.6	3.7	6.8	13.7	4.6						14.9	-0.4	6.3	12.5	2.8	4.9

Supply	2015												2016												2017				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May						2015	2016	2017	2015	2016	2017
	206,398	206,398	186,424	206,398	199,740	206,522	199,860	206,553	202,523	195,990	202,740	196,200	208,971	209,033	189,168	209,436	202,680	202,771						1,006,139	1,006,482	1,013,088	2,435,499	2,410,082	2,425,925
	206,615	206,615	186,620	206,522	198,860	206,522	199,740	196,292	196,292	199,740	206,398	199,740	206,398	206,398	186,424	206,398	199,740	206,522						1,010,190	1,006,139	1,005,482	2,441,850	2,435,499	2,410,082
Percent Change	-0.1	-0.1	-0.1	-0.1	-0.1	0.0	0.1	5.2	3.2	-1.9	-1.8	-1.8	1.2	1.3	1.5	1.5	1.5	-1.8						-0.4	-0.1	0.8	-0.3	-1.0	0.7

Demand	2015												2016												2017				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May						2015	2016	2017	2015	2016	2017
	112,956	145,035	158,676	186,181	159,286	137,747	113,756	101,257	100,538	113,869	137,134	135,275	111,296	142,426	156,254	186,836	160,219	135,789						783,015	786,925	781,524	1,594,515	1,598,045	1,594,649
	116,156	149,828	152,604	187,221	153,719	139,643	114,465	101,157	101,307	107,858	140,174	133,203	112,956	145,035	158,676	186,181	159,286	137,747						763,185	783,015	786,925	1,547,778	1,594,515	1,598,045
Percent Change	-2.8	-3.2	4.0	-0.6	3.6	-1.4	-0.6	0.1	-0.8	5.6	-2.2	1.6	-1.5	-1.8	-1.5	0.4	0.6	-1.4						2.6	0.5	-0.7	3.0	0.2	-0.2

Revenue	2015												2016												2017				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May						2015	2016	2017	2015	2016	2017
	18,009,260	30,886,278	37,606,034	48,679,384	32,477,174	21,812,846	13,175,282	10,838,110	10,390,115	17,458,762	24,903,940	25,530,100	19,233,759	31,478,765	39,586,723	52,741,338	37,464,542	22,408,364						172,192,266	171,461,716	183,679,732	284,287,406	289,101,295	305,209,800
	17,979,618	36,151,213	35,699,818	47,132,569	31,265,946	21,942,720	13,382,331	11,279,236	10,654,540	15,665,791	25,204,227	23,444,194	18,009,260	30,886,278	37,606,034	48,679,384	32,477,174	21,812,846						150,503,746	172,192,266	171,461,716	253,257,665	284,287,406	289,101,295
Percent Change	0.2	-14.6	5.3	3.3	3.9	-0.6	-1.5	-3.9	-2.5	11.4	-1.2	8.9	6.8	1.9	5.3	8.3	15.4	2.7						14.4	-0.4	7.1	12.3	1.7	5.6

Census %	2015												2016												2017				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May						2015	2016	2017	2015	2016	2017
	30	30	30	30	30	30	30	30	29	29	29	29	30	30	30	30	30	29						6658	6658	6658	6658	6658	6658
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	98.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0						100.0	100.0	100.0	100.0	100.0	100.0

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City of Scottsdale, AZ  
For the Month of May 2017

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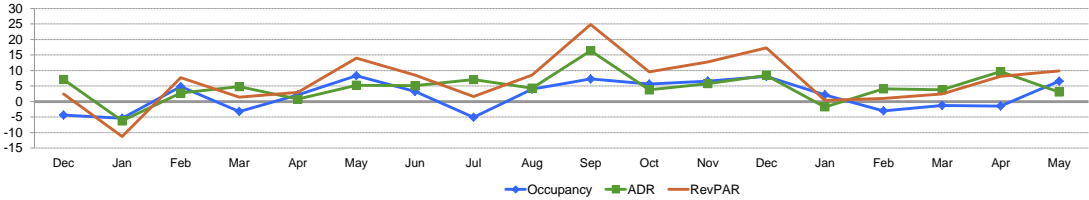
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Tab 11 - Trend Scottsdale North+

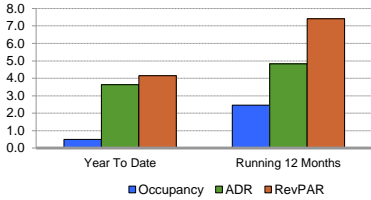
City of Scottsdale, AZ  
For the Month of May 2017

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2015												2016												2017				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May											
	This Year	57.4	69.9	83.1	86.7	78.8	68.5	61.7	56.9	59.3	65.3	73.9	72.7	62.1	71.5	80.6	85.6	77.7	73.0										
	Last Year	60.1	73.9	79.2	89.5	77.2	63.2	59.8	59.9	57.0	60.9	70.0	68.2	57.4	69.9	83.1	86.7	78.8	68.5										
Percent Change		-4.4	-5.4	4.8	-3.2	2.1	8.3	3.2	-5.1	4.0	7.3	5.6	6.6	8.1	2.2	-3.0	-1.2	-1.4	6.6										
ADR	2015												2016												2017				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May											
	This Year	189.48	273.40	297.41	319.81	266.94	211.64	145.00	129.70	122.02	197.49	239.10	232.66	205.56	268.72	309.60	331.95	292.71	218.20										
	Last Year	176.91	291.56	289.50	305.15	264.85	201.07	137.98	121.11	116.95	169.73	230.45	219.91	189.48	273.40	297.41	319.81	266.94	211.64										
Percent Change		7.1	-6.2	2.7	4.8	0.8	5.3	5.1	7.1	4.3	16.4	3.8	5.8	8.5	-1.7	4.1	3.8	9.7	3.1										
RevPAR	2015												2016												2017				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May											
	This Year	108.85	191.21	247.02	277.14	210.41	144.89	89.49	73.77	72.32	129.03	176.75	169.23	127.64	192.03	249.42	284.12	227.42	159.19										
	Last Year	106.27	215.52	229.42	273.13	204.42	127.09	82.48	72.56	66.65	103.37	161.27	150.06	108.85	191.21	247.02	277.14	210.41	144.89										
Percent Change		2.4	-11.3	7.7	1.5	2.9	14.0	8.5	1.7	8.5	24.8	9.6	12.8	17.3	0.4	1.0	2.5	8.1	9.9										
Supply	2015												2016												2017				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May											
	This Year	87,854	87,854	79,352	87,854	85,020	90,985	88,050	90,985	90,644	87,720	90,644	87,720	90,644	90,644	81,872	90,644	87,720	90,644										
	Last Year	87,854	87,854	79,352	87,854	85,020	87,854	85,020	87,854	87,854	85,020	87,854	85,020	87,854	87,854	79,352	87,854	85,020	90,985										
Percent Change		0.0	0.0	0.0	0.0	0.0	3.6	3.6	3.6	3.2	3.2	3.2	3.2	3.2	3.2	3.2	3.2	3.2	-0.4										
Demand	2015												2016												2017				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May											
	This Year	50,471	61,443	65,907	76,134	67,016	62,289	54,340	51,751	53,720	57,312	67,006	63,806	56,285	64,774	65,959	77,583	68,153	66,130										
	Last Year	52,772	64,942	62,882	78,636	65,621	55,528	50,822	52,634	50,070	51,781	61,481	58,017	50,471	61,443	65,907	76,134	67,016	62,289										
Percent Change		-4.4	-5.4	4.8	-3.2	2.1	12.2	6.9	-1.7	7.3	10.7	9.0	10.0	11.5	5.4	0.1	1.9	1.7	6.2										
Revenue	2015												2016												2017				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May											
	This Year	9,563,175	16,798,651	19,601,513	24,348,259	17,888,917	13,183,094	7,879,486	6,711,908	6,555,126	11,318,318	16,021,320	14,845,082	11,569,904	17,406,073	20,420,779	25,753,492	19,949,263	14,429,404										
	Last Year	9,335,901	18,934,308	18,204,570	23,995,877	17,379,955	11,165,113	7,012,179	6,374,663	5,855,554	8,788,598	14,168,256	12,758,242	9,563,175	16,798,651	19,601,513	24,348,259	17,888,917	13,183,094										
Percent Change		2.4	-11.3	7.7	1.5	2.9	18.1	12.4	5.3	11.9	28.8	13.1	16.4	21.0	3.6	4.2	5.8	11.5	9.5										
Census %	2015												2016												2017				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May											
	Census Props	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11										
	Census Rooms	2834	2834	2834	2834	2834	2935	2935	2935	2924	2924	2924	2924	2924	2924	2924	2924	2924	2924										
% Rooms Participants		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0										

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Tab 12 - Response Scottsdale North+

City of Scottsdale, AZ  
For the Month of May 2017

								2015												2016												2017																			
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D								
34909	Extended Stay America Phoenix Scottsdale North	Scottsdale, AZ	85254	Jun 1997	Jun 1997	120		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•				
43004	Westin Kierland Resort & Spa	Scottsdale, AZ	85254	Nov 2002	Nov 2002	732		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			
26312	Fairmont Scottsdale Princess	Scottsdale, AZ	85255	Oct 1999	Jan 1988	750	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			
53188	Hilton Garden Inn Scottsdale North Perimeter Center	Scottsdale, AZ	85255	Mar 2005	Mar 2005	122		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
47255	Residence Inn Scottsdale North	Scottsdale, AZ	85255	Dec 2002	Dec 2002	120		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
9177	Best Western Plus Scottsdale Thunderbird Suites	Scottsdale, AZ	85260	Jan 2014	Jun 1985	120		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
53075	Holiday Inn Scottsdale North Airpark	Scottsdale, AZ	85260	Dec 2014	Dec 2004	117		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
38398	Marriott Scottsdale @ McDowell Mountain	Scottsdale, AZ	85260	May 1999	May 1999	266	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
36856	Four Seasons Resort Scottsdale @ Troon North	Scottsdale, AZ	85262	Dec 1999	Dec 1999	210		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
11283	Carefree Resort & Conference Center	Carefree, AZ	85377	Sep 1996	Jun 1963	207	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
18818	Curio Collection Boulders Resort & Spa	Carefree, AZ	85377	Apr 2015	Jun 1985	160		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
			Total Properties:		11	2924	<div>○ - Monthly data received by STR</div> <div>● - Monthly and daily data received by STR</div> <div>Blank - No data received by STR</div> <div>Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report</div>																																												

A blank row indicates insufficient data.

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## Tab 13 - Help

All data is processed by STR using both the current and historical sampling of hotels.  
For further questions about the methodology used to produce our reports, please email [destin@str.com](mailto:destin@str.com).

### Average Daily Rate (ADR)

Room revenue divided by rooms sold, displayed as the average rental rate for a single room.

### Census (properties and rooms)

The number of properties and rooms that exist in our database for the area(s) or segment(s) shown on the report.

### Contract Rooms

Contract rooms are occupied at rates stipulated by contracts – such as for airline crews and permanent guests. Room allotments that do not require guaranteed use or payment should not be classified as contract.  
Rooms sold under such allotments should be classified as transient.

### Country

A geographic area that has internationally recognized boundaries, an organized economy, and a sovereign government with external recognition.  
It is typically recognized by the International Organization for Standardization (ISO).

### Custom Segments

Defined by a + at the end of the segment name. If a custom segment is based on a selected group of properties, new properties that come into the area will NOT automatically be added to this segment.  
The new property can be added alone as long as it has no more than five months of data. Once the property has six or more months of data it is considered an established property, requiring a two property change (add one/drop one or add two).

### Demand (Rooms Sold)

The number of rooms sold or rented (excludes complimentary rooms).

### Exchange Rate

The factor used to convert revenue from U.S. Dollars to the local currency. The exchange rate data is obtained from Oanda.com.  
Any aggregated number in the report (YTD, Running 3 month, Running 12 month) uses the exchange rate of each relative month when calculating the data.

### Group Rooms

Group rooms are sold simultaneously in blocks of a minimum of ten rooms or more (e.g. group tours, domestic and international groups, association, convention and corporate groups).

### Index

Index (Occupancy, ADR, RevPar) - Property performance divided by competitive set performance multiplied by 100.  
Internationally, indexes are also referred to as MPI – Market Penetration Index (Occupancy Index), ARI – Average Rate Index (ADR Index), and RGI – Revenue/RevPAR Generation Index (RevPAR Index).

### Market

A geographic area within a country. Markets are defined by STR and STR Global.

### Occupancy (Occ)

Rooms sold divided by rooms available multiplied by 100. Occupancy is always expressed as a percentage of rooms occupied.

### Percent Change

Amount of growth - up, flat, or down - this period versus same period last year (month or year-to-date). Calculated as  $((TY - LY) / LY) * 100$ .

### Revenue (Room Revenue)

Total room revenue generated from the sale or rental of rooms.

### RevPAR (Revenue Per Available Room)

Room revenue divided by rooms available.

### Sample or % Room Participants

The percent of rooms from which STR receives data. Calculated as  $(\text{Sample Rooms} / \text{Census Rooms}) * "100"$

### Sub-Market

A geographic sub-area within a Market. Sub-markets are defined by STR and STR Global.

### Supply (Rooms Available)

The number of rooms times the number of days in the period.

### Transient Rooms

Transient rooms include rooms occupied by those with reservations at rack, corporate, corporate negotiated, package, government, or foreign traveler rates.  
Also includes occupied rooms booked via third party web sites (exception: simultaneous bookings of ten or more rooms which should be defined as group).

### Twelve Month Moving Average



Tourism & Events Department  
7506 E. Indian School Road  
Scottsdale, AZ 85251  
480.312.7177

**To:** David Scholefield, Chairperson  
Tourism Development Commission

**From:** Steve Geiogamah, Tourism Development Manager

**Date:** July 18, 2017

**Subject:** Manager Report – STR Regional Data Profile

At the request of the TDC, the following is a regional profile summary based on STR data that is collected for the Downtown, Central, and Northern Scottsdale market areas. Following TDC discussion if there are additional profile data that the commission would like to include staff will proceed accordingly.

**Downtown Scottsdale Trend Report**

17 properties are included in the report with a total of 2,555 rooms available  
The average number of rooms for the area is 150  
Room Revenue for the Downtown area for the past twelve months is \$102,953,394  
Total rooms in the downtown area produced \$40,294 per room over the past twelve months  
Downtown ADR and REV par for the past twelve months is \$156.89 and \$110.40 respectively

**Central Scottsdale Trend Report**

31 properties are included in the report with a total of 6541 rooms available  
The average number of rooms for the area is 211  
Room Revenue for the middle area for the past twelve months is \$305,209,800  
Total rooms in the central area produced \$46,661 per room over the past twelve months  
Central ADR and REV par for the past twelve months is \$191.40 and \$125.81 respectively

**North Scottsdale Trend Report**

11 properties are included in the report with a total of 2924 rooms available  
The average number of rooms for the area is 265  
Room Revenue for the Northern area for the past twelve months is \$172,860,155  
Total rooms in the northern area produced \$59,117 per room over the past twelve months  
Northern ADR and REV par for the past twelve months is \$231.46 and \$161.86 respectively

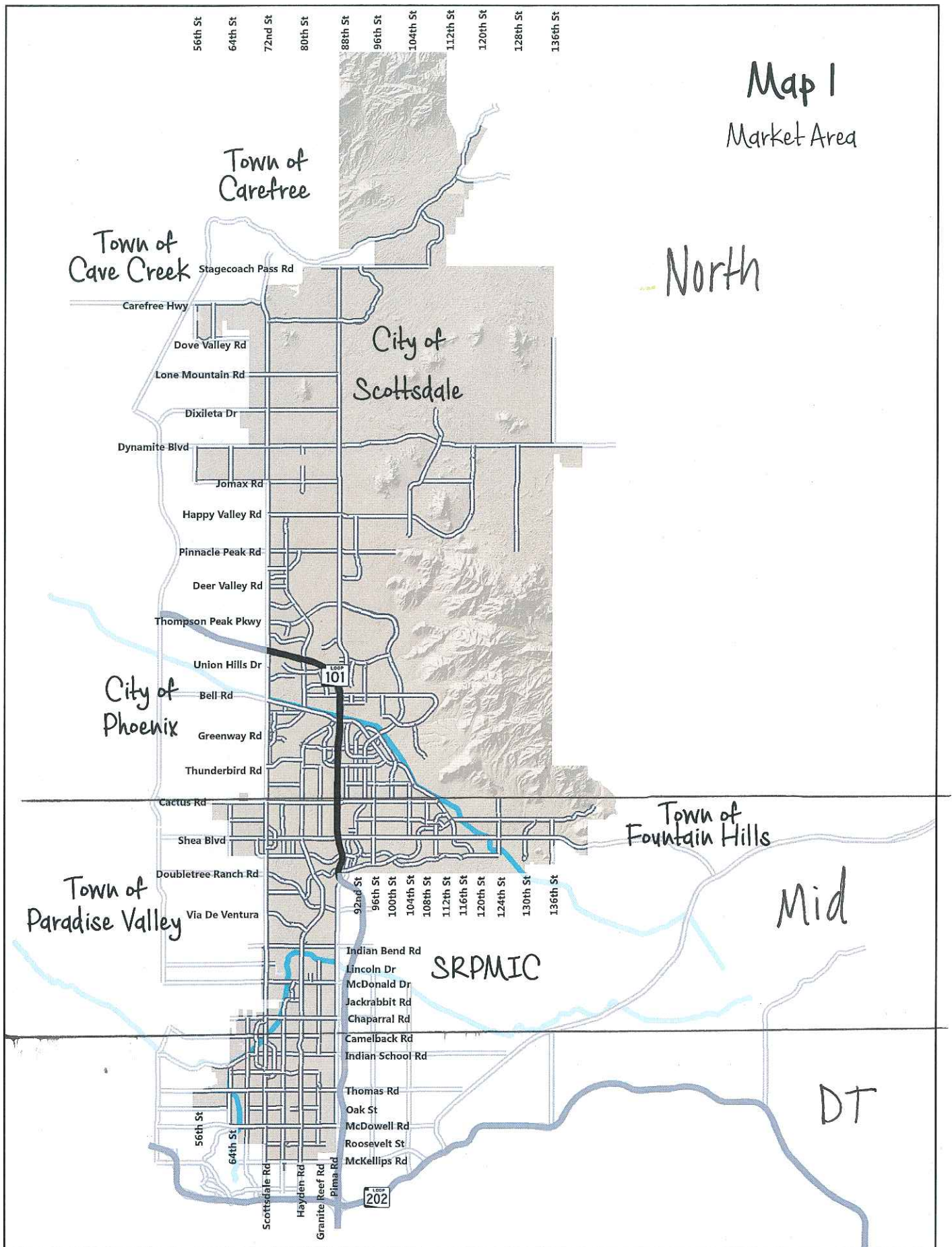
Additional Profile Data for Consideration:

There are a total of (AAA five Diamond), (4 Diamond), (3 Diamond), and (2 Diamond hotels in the area

There a total of (?) hotels in the area with meeting space with a total of (?) in meeting space square footage.

The average amount of meeting space in the area is (?)

There are a total of (?) restaurants in the area



Notice: This document is provided for general information purposes only. The City of Scottsdale does not warrant its accuracy, completeness, or suitability for any particular purpose. It should not be relied upon without field verification.

# TOURISM STRATEGIC PLAN YEAR 4

## Budget Actuals

BUDGETED / ALLOCATED EXPENSES	FY 2016/17 Budget	FY 2016/17 Actual Thru 06/30/17	CARRY- OVER FY 2017/18 Budget	NOTES
* Tourism Strategic Plan Year 4	\$ 745,000	\$ 374,352	\$ 370,648	
DOWNTOWN MARKETING				
Brand Research, Development, Website				
Research	\$ 50,000	\$ 33,150		Completed in June
Advertising Development	\$ 50,000	\$ 18,525		In beginning Stages
Website Development	\$ 50,000			Work to begin after Advertising Development
	\$ 150,000	\$ 51,675		
DOWNTOWN PROMOTIONS				
Event Production / ESI	\$ 115,000	\$ 115,000		Piggyback on Mesa Contract
Scottsdazzle	\$ 30,000			Media & PR Only
Public Relations / Media		\$ 750		
Media Buys				
	\$ 30,000	\$ 750		
Western Week	\$ 100,000			
Advertising/Promo Development		\$ 30,248		Design, Logo, Microsite
Public Relations / Media		\$ 2,000		
Media Buys		\$ 15,596		
Event Activation		\$ 32,944		Ambassadors, AZ Flags, Displays, Village
	\$ 100,000	\$ 80,788		
Spring Training	\$ 50,000			
Advertising/Promo Development		\$ 7,575		
Public Relations / Media		\$ -		
Printing & Supplies		\$ 1,000		
Media Buys		\$ 10,000		
Library Gallery Exhibit		\$ 10,431		
Event Activation		\$ 14,197		
	\$ 50,000	\$ 43,203		
DOWNTOWN STUDIES / RESEARCH				
** Big Idea Event Planning	\$ 250,000			
** Public Space Connectivity - Holly Street	\$ -	\$ 82,186		
Special Event Parking Plan	\$ 50,000	\$ -		On Hold
	\$ 300,000	\$ 82,186		
MISCELLANEOUS	\$ -	\$ 750		
EXPENSES:	\$ 745,000	\$ 374,352		

\* \$745K Approved by Council in October 2016

\*\* TATF voted @ December 2016 meeting to continue with Holly Street and utilize up to \$150K from previously budgeted Big Idea Event Planning